



City/County Joint Economic Development Meeting

Peter Zeiler, Office of Economic Development
October 22, 2020

Office of Economic Development

Mecklenburg County Leadership for Economic Development



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Mecklenburg
County Manager



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MWSBE Program
Compliance
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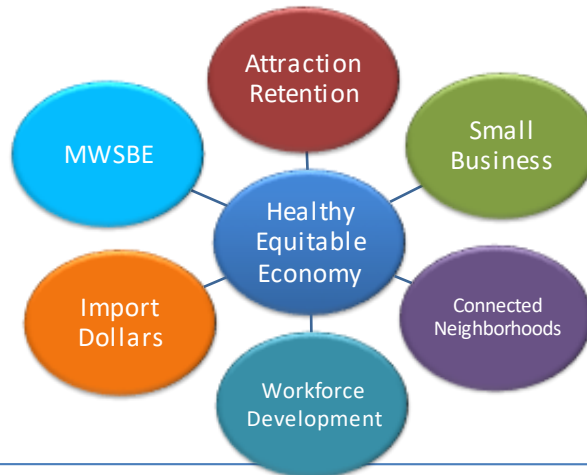


Shahid Rana
Business
Attraction
Program Manager



Economic Development Framework

Mecklenburg County strives to provide equitable economic opportunity for all its residents.



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Minority, Women, and Small Business Enterprise Program

Mission: To Increase Participation of Minorities, Women, and Small Businesses in Mecklenburg County Business Opportunities Through Outreach, Training, and Partnerships.

The program assist MWSBE businesses through various support efforts:

- Outreach and Networking
- Support and Navigation through Certifications, Vendor Registrations, and Doing Business with Mecklenburg County
- Informationals for Purchasing, Procurement, Bidding, and Contracting
- Advocacy and Mediation (dispute resolution)
- Capacity Building Efforts
- One-on-one /Group Sessions
- Trainings and Workshops
- Information, Referrals, and Resource Sharing



Also, assists internal and external stakeholders in seeking MWSBEs firms.



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Business Attraction Program

Mission: To promote Mecklenburg County as an attractive place to locate a business with a high quality of life, a robust and talented workforce, and business friendly climate and to assist with potential incentives.

Attracting new investments and jobs to Mecklenburg County is vital to maintaining a vibrant economy with opportunities for all residents.

New investment brings new tax base to fund important services such as schools and libraries for the entire community while also helping provide employment across a wide range industries.

Mecklenburg County is home to:

- 12 Fortune 1000 Headquarters
- Second largest banking center in United States
- Seventh largest airport globally by flight operations
- A tech focused workforce with more than 45% of employees having a bachelors degree or better
- Ten universities and colleges
- 55 new residents a per day, attracted by a high quality of life, affordability and opportunity



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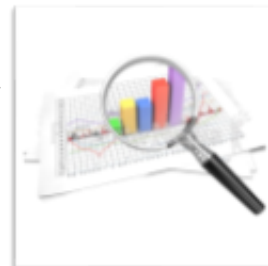
Existing Industry Retention Program

Mission: To proactively connect with manufacturers, headquarters and distribution to understand and respond to local business needs and to retain these companies in the county as they grow and expand.

The program objective is to Maintain Close Relationships to Key Employers in the County to Become the "First Phone Call" When Considering Growth and Expansion and to Provide Ongoing Support for Existing Industries in Mecklenburg County

Business Retention and Expansion ("BR&E") is a Strategic Program Developed to Assist Industries in an effort to:

1. Increase Their Competitiveness in the Wider Marketplace
2. Assist With Expansion Which Can Create New Jobs and Capital Investment
3. When Possible, Keep Industries From Relocating to Another Location or Closing/Being Consolidated



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Small Business Concierge Program

Mission: To provide FREE expert assistance in supporting the entrepreneurs of Mecklenburg County with the highest standard of customer service that will foster growth and vitality to the business community.

The Concierge Service is a one-stop Shop That Navigates the Business/ Entrepreneurial Resources Available Across the City, County & State

- Entrepreneurs Seeking to Start or Grow Their Business Can Receive Customized Guidance and Advice on a Variety of Business Topics
- Fast and Convenient Services Held in Multiple Locations Across the County Throughout the Week, Including Evenings and Weekends
- Navigating Charlotte, Mecklenburg County, and North Carolina Business Resources



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Small Business Lending and Credit Coaching Program

Mission: To stimulate business investment, create and retain jobs, and provide increased opportunities for small businesses to obtain the capital they need to be successful.

The program objectives and services may include, but are not limited to the following:

- Prepare Small Businesses to Access Capital by Assessing Current Creditworthiness
- Help Businesses Develop Action Plans to Remediate Credit Challenges
- Leverage Resources with Several Technical Assistance Providers as Well as Financial Institutions
- Work with business owners to fine tune business plans and financial projections
- Prepare Small Businesses to Access Capital by Assessing Current Creditworthiness
- Implement and Monitor Third-party Small Business Loan Fund
- Assist business owners and entrepreneurs to find financing that fits their needs and aligns with the financial institution's lending objectives



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Small Business Loan and Grant Programs



Small Business Stabilization



Microbusiness Stabilization



MeckCounty CARES Small Business Relief Grant



Small Business Revolving Loan



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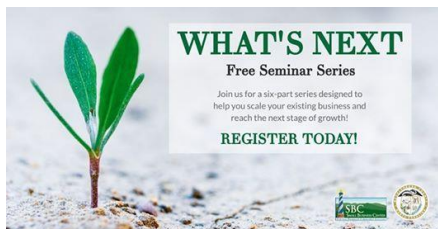
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External Partnerships

Scale-Up Education Series

- *What's Next Seminar Series* launched in August 2018 (partnership with Central Piedmont Community College)
- Offered twice a year

www.cpcc.edu/whats-next-seminar-series



Small Business Mentorship Program



- *Get Up and Grow* program launched in November 2018 (partnership with Central Piedmont Community College)
- The next cohort will begin in January 2021 and will be held virtually.
- Apply now to be part of a select group of entrepreneurs that are ready to Get Up and Grow! The deadline for application submission is November 2, 2020.

www.cpcc.edu/business-and-industry/small-business-center/get-and-grow



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